

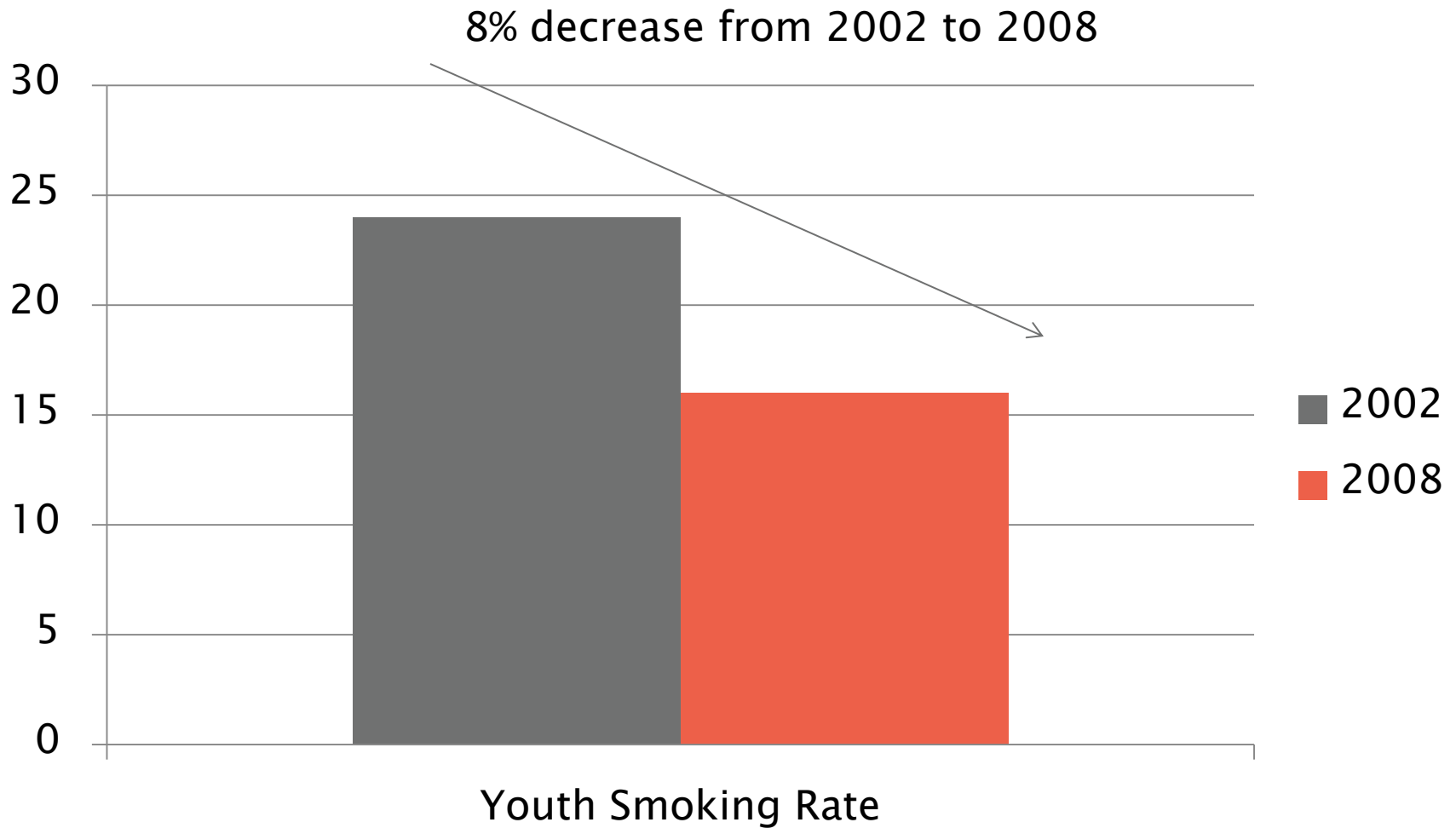
Tobacco Use: New Products

Youth Tobacco Prevention History

In the early 2000's youth tobacco prevention programs sprung up all over the nation, their main focus was on cigarette smoking.



Youth Prevention and Smoking Rates



Environmental Policies

*Iowa's Smoke Free Air Act (SFAA) went into effect in 2008. The adult smoking rate also declined as a result.



Smoking rates in decline

Apple Blend
Cherry
Peach
Mint
Berry Blend
Citrus Blend



Popular Brands of Smokeless Tobacco



Tobacco Free Policy



Emergence of New Products

Messages about Smoking



“Where You Can’t Smoke”

New smokeless products in addition to chewing tobacco, products you can use “where you can’t smoke” started to emerge.

- Snus
- Dissolvables

Snus



Camel Snus



Marlboro Snus “Taboka”



Marlboro Snus



Marlboro Snus



Dissolvables



Dissolvables – Sticks



Orbs



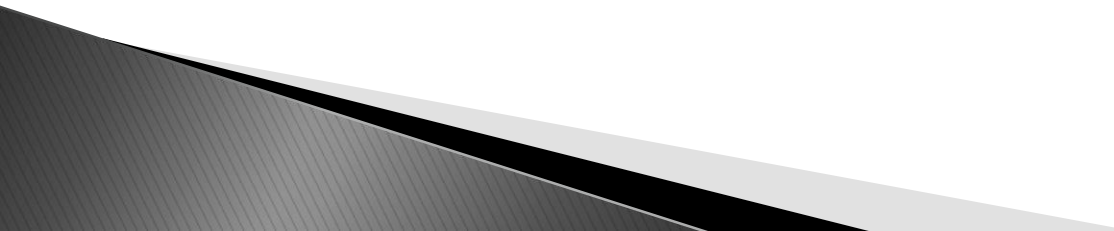
Strips



Sticks



Additional “New” Products

- Little Cigars / Cigarillos
 - Hookah
 - E-hookah
 - E-cigarette
- 

Flavored Cigarettes Banned



Cigars

Cigars are classified and taxed differently than cigarettes.



Little Cigars/Cigarillos



Hookah



Hookah Tobacco



Hookah comes in multiple flavors, and similar to flavored cigars comes off as being fruit fragranced. Hookah does not always smell like tobacco smoke.

Social Activity: Hookah

In some college towns, you will see hookah bars for 18+ years of age, and this is promoted by the hookah bars as a social activity.



Other uses



Hookah Pipes



Health Issues: Hookah

Comparison: Hookah to Cigarettes

- ▶ 36 times more tar
 - ▶ 1.7 times more Nicotine
 - ▶ 8.4 times more Carbon Monoxide
- ▶ Because people are sharing the same mouthpiece
Hookah is also known to cause Herpes, Hepatitis and
Tuberculosis.

E-Hookah (ENDS)



“Vape Pens” (ENDS)



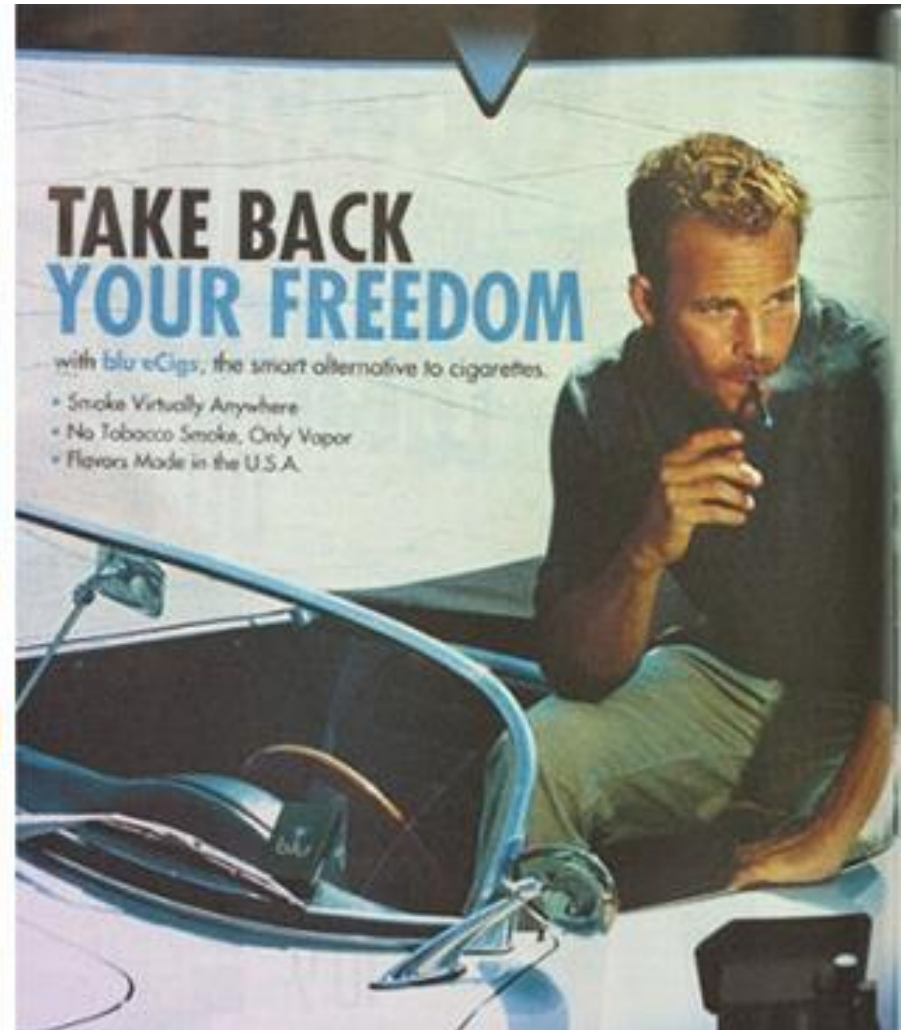
“Vape Pens” (ENDS)



E-Cigar (ENDS)



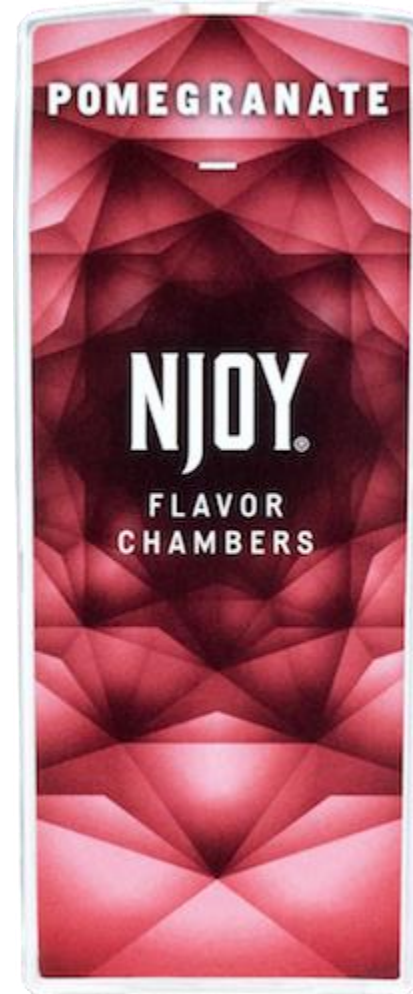
E-Cigarettes (ENDS)



Blu E-Cigarettes (ENDS)



NJOY E-Cigarettes (ENDS)



Vuse E-Cigarettes (ENDS)



Mark Ten E-Cigarettes (ENDS)

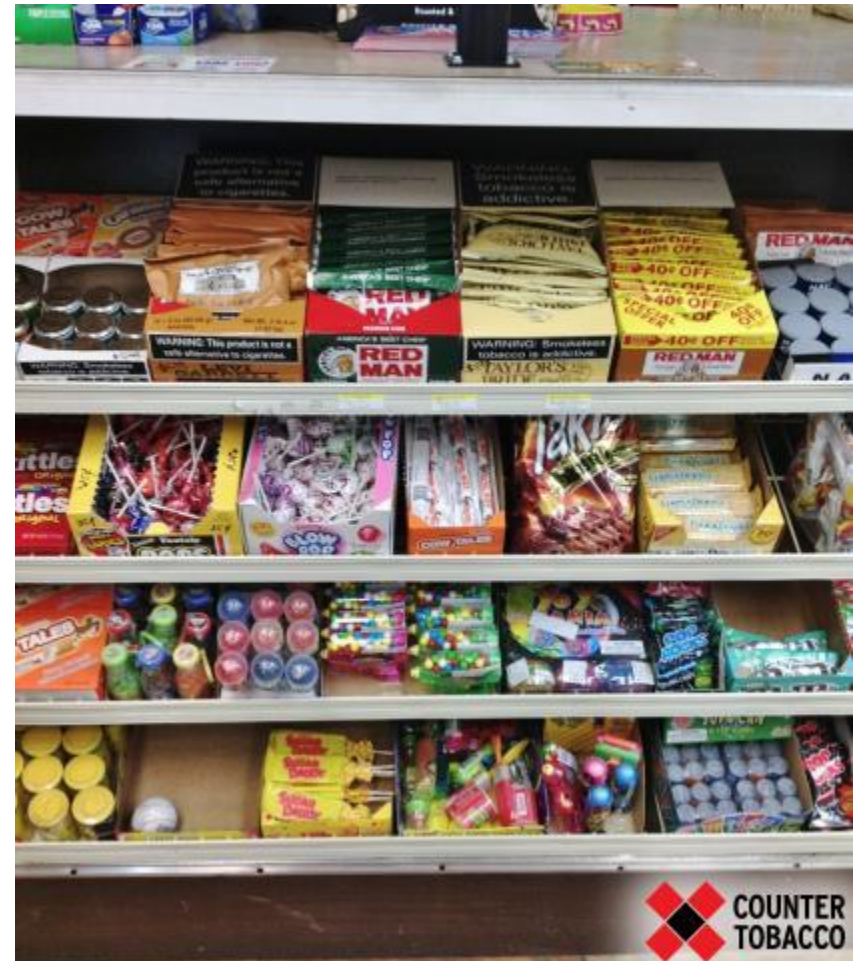


Youth Access

Access: Low Prices



Access: Indoor Advertising



Access: Indoor Advertising



© 2013 California Department of Public Health

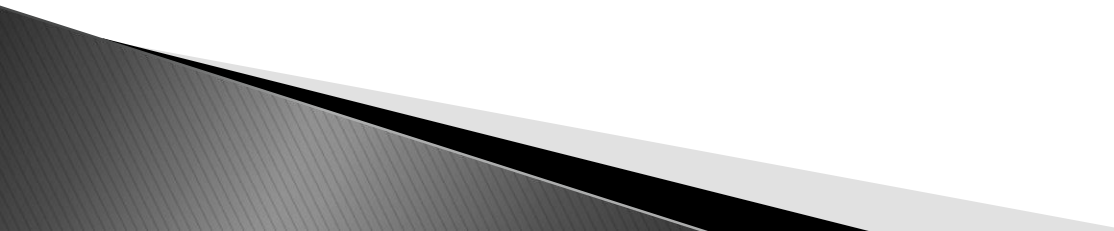
Access: Outdoor Advertising

OVEREXPOSED

Big Tobacco's Advertising Saturation
Around New York City Schools



What Can Be Done?

- ▶ Being aware, raising awareness of what these new products look like in appearance – educating staff first hand so they know what to look for in their classroom.
 - ▶ Policies addressing outdoor advertising near schools, within so many feet etc.
 - ▶ Tobacco/Nicotine Free School Policies
- 
- A decorative graphic in the bottom-left corner of the slide, consisting of several overlapping diagonal bands in shades of gray and black.

Tobacco/Nicotine Free Policy

Tobacco/Nicotine Free School Policy

What does having a Tobacco/Nicotine Free School Policy do? AKA: Why is this important?

Tobacco/Nicotine Free School Policy

What makes a comprehensive tobacco/nicotine free school policy?

Tobacco/Nicotine Free School Policy

Is yours being implemented? AKA: do visitors, staff and students follow the policy? If not, what can you do to make it stronger or enforce the policy?

» Questions?